

# Fashion Calendar 1948

Sept.  
13  
1948

## JANUARY

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## FEBRUARY

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## MARCH

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## APRIL

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## JUNE

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## AUGUST

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## SEPTEMBER

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## NOVEMBER

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## DECEMBER

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## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| <u>DATE</u>                                      | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <u>GIVEN BY</u>                     | <u>WHERE</u>                    |
|--------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|---------------------------------|
| <u>WEEK ENDING FRIDAY, SEPTEMBER 10, 1948</u>    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                     |                                 |
| Friday<br>Sept. 10<br>11:00 A.M.                 | PRESS PREVIEW: FALL<br>AND WINTER SHOES<br>Delman's Fall and Winter shoe collection will be presented to the press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.                                                                                                                                                                                                                                                                                                                                                | DELMAN                              | 745 FIFTH AVENUE<br>SALON       |
| Saturday<br>Sept. 11<br>11:00 A.M.               | MCCALL PATTERN FALL<br>FABRICS SHOW<br>Fall fabric jubilee fashion show presenting new Fall patterns. Press preview on September 11 at 11:00 A.M. Open to public September 13 at 11:00 A.M. and September 15 at 6:00 P.M. Publicity: Jean Saville, WI. 7-7000, Ext. 521.                                                                                                                                                                                                                                                                  | JAMES MCCREERY & CO.                | 3RD FLOOR                       |
| Saturday<br>Sept. 11<br>2:30 P.M.                | "MALE-TESTED"<br>COLLEGE FASHION SHOW<br>Bamberger's Campus Center "Male-Tested" fashion show with board of judges from Princeton University, patterned after the Cosmopolitan Magazine feature. Open to public. Publ.: Mary Grizzard, Market 2-1212 (Newark).                                                                                                                                                                                                                                                                            | L. BAMBERGER & CO.<br>NEWARK, N. J. | 9TH FLOOR<br>AUDITORIUM         |
| <u>WEEK BEGINNING MONDAY, SEPTEMBER 13, 1948</u> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                     |                                 |
| Postponed<br>Sept. 13                            | THE BOND FIFTH AVENUE PRESS PREVIEW OF THEIR NEW STORE AND FASHIONS, ORIGINALLY SCHEDULED FOR MONDAY, SEPT. 13, HAS BEEN POSTPONED TO MONDAY, SEPT. 20, AT 2:30 P.M. (See Page 5).                                                                                                                                                                                                                                                                                                                                                        |                                     |                                 |
| Monday<br>Sept. 13<br>1:00 P.M.<br>Luncheon      | LUNCHEON FASHION<br>PRESENTATION<br>The Tailored Woman's daytime and evening fashions will be presented during luncheon. Press by invitation. Public by reservation. Contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.                                                                                                                                                                                                                   | THE TAILORED WOMAN                  | ST. REGIS HOTEL<br>ROOF         |
| Monday<br>Sept. 13<br>2:00 P.M.                  | OUTDOOR MILLINERY<br>FASHION SHOW<br>As a special feature of N. Y. Fall Millinery Week there will be an outdoor millinery fashion show for the public and press in the Promenade at Radio City. The Mayor's Committee for the Golden Jubilee has delegated a group of models to participate in this event. The Jubilee models will ride in golden Fords from Grand Central Palace up Fifth Avenue to Radio City, where they will be received by City officials and leaders of the millinery industry. Publicity: Mary Kelley, LU. 2-2250. | MILLINERY FASHION<br>BUREAU         | ROCKEFELLER CENTER<br>PROMENADE |
| Monday<br>Sept. 13<br>3:00 P.M.                  | PRESS SHOWING OF<br>CUSTOM FASHIONS<br>Presentation of Fall and Winter custom-order fashions to the press by Carrie Munn. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.                                                                                                                                                                                                                                                                                                                                                     | CARRIE MUNN                         | 640 MADISON AVENUE<br>SALON     |

| <u>DATE</u>                                  | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <u>GIVEN BY</u>                           | <u>WHERE</u>                           |
|----------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|----------------------------------------|
| Monday<br>Sept. 13<br>4:00 P.M.<br>Cocktails | PRESS PREVIEW OF<br>WINTER MILLINERY<br>Lilly Dache will present her Winter hat collection to the press. Attendance by invitation only. Publicity: Eleanor Lambert, FL. 5-8580.                                                                                                                                                                                                                                                                                                                                                                                                                                                       | LILLY DACHE                               | 78 EAST 56TH STREET<br>PENTHOUSE SALON |
| Week<br>Of<br>Sept. 13                       | ADVANCE SPRING OPENINGS<br>OF GUILD SHOE LINES<br>Shoes to be featured include: (1) Late Winter shoes for daytime wear; (2) Dress and evening shoes; (3) First Spring footwear; (4) Resort models; (5) Holiday gift boudoir needs. Members include: Beleganti, Inc.; Fox Shoe Mfg. Corp.; Jerro Brothers; Mackey-Starr, Inc.; John Marino, Inc.; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Schwartz & Benjamin, Inc. (Customcraft); Setroy, Inc. (Seymour Troy); Reual, Inc.; M. Wolf Sons, Inc. (Loupine); Morris Wolock & Co.; Zuckerman & Fox, Inc. Contact: Kate Goldstein Kamen, RE. 4-4888. | THE GUILD OF BETTER<br>SHOE MANUFACTURERS | INDIVIDUAL SHOWROOMS                   |
| Sept. 13                                     | NEW YORK FALL MILLINERY WEEK (Week of September 13).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                           |                                        |
| Monday<br>Sept. 13-<br>Oct. 15               | SHOWING OF HOLIDAY<br>AND RESORT COLLECTION<br>Continuous daily showings of a collection of dresses for holiday and resort wear, designed by Jennifer of Harold Susman, Inc. Press, by appointment, at their convenience. Publicity: Ruth Hammer Associates, EL. 5-6043.                                                                                                                                                                                                                                                                                                                                                              | HAROLD SUSMAN, INC.                       | 498 SEVENTH AVENUE<br>SHOWROOM         |
| Monday<br>Sept. 13-<br>Oct. 15               | "JOAN OF ARC"<br>MERCHANDISE EXHIBIT<br>Representatives of retail stores buying offices and the press are invited to see a dramatic exhibition of "Joan of Arc" inspired merchandise correlated with decor and original props and costumes used in the production of the film to be released in November by RKO Radio Pictures. Display includes ready-to-wear made of Bur-Mil fashion fabrics, dyed in 12 new colors taken from the film, and accessories of Joan of Arc inspiration by leading designers. Publicity for Burlington Mills: Grace C. Dimelow, LO. 4-5000. Publicity for RKO: Lola Woursell, CO. 5-6500.               | BURLINGTON MILLS                          | EMPIRE STATE BLDG.<br>4TH FLOOR        |
| Monday<br>Sept. 13                           | CALIFORNIA RESORT<br>AND SUMMER FASHIONS<br>Gala outdoor opening of Cole of California line of Resort and Summer 1949 beach and near-the-beach fashions. By invitation only. The line will be presented in the Los Angeles showroom, by appointment, beginning Tuesday, September 14. Contact: Elizabeth D. Adams, 2615 Fruitland Road, Los Angeles 11, California.                                                                                                                                                                                                                                                                   | COLE OF CALIFORNIA                        | 840 SO. BROADWAY<br>LOS ANGELES, CAL.  |
| Beginning<br>Sept. 13                        | CALIFORNIA APPAREL CREATORS SHOWINGS OF NEW RESORT AND CRUISE LINES IN LOS ANGELES. CONTACT: CALIF. APPAREL CREATORS, 756 S. B'WAY, L.A. 14.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                           |                                        |
| Monday<br>Sept. 13                           | OPENING OF BELMONT PARK FOR RACING (THROUGH OCTOBER 2).<br>Women's Publicity: Joan Gaines, CI. 6-1373.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                           |                                        |
| Tuesday<br>Sept. 14<br>10:30 A.M.            | PRESS SHOWING OF<br>FALL FASHIONS<br>Bloomingdale's will present Fall and Winter ready-to-wear fashions at their semi-annual showing for the press. Attendance by invitation only. Publicity: Karen Hollis, VO. 5-5900.                                                                                                                                                                                                                                                                                                                                                                                                               | BLOOMINGDALE'S                            | 3RD FLOOR<br>GREEN ROOM                |

| <u>DATE</u>                                     | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                                                                                              | <u>GIVEN BY</u>                                  | <u>WHERE</u>                        |
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| Tuesday<br>Sept. 14<br>1:00 P.M.<br>Luncheon    | GOWNS AND MILLINERY<br>AT LUNCHEON SHOWING<br>Presentation of custom-made fashions by D'Laurence Roth, with new Fall millinery by Mary Goodfellow. Attendance by invitation. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.                                                                                                                                                                                              | D'LAURENCE ROTH;<br>MARY GOODFELLOW              | HOTEL PIERRE<br>COTILLION ROOM      |
| Tuesday<br>Sept. 14<br>2:00 P.M.-<br>5:00 P.M.  | PREVIEW OF AMERICAN<br>AMATEUR NEEDLEWORK<br>Exhibition of American amateur needlework of today will be presented to the press. Private preview on Thursday, Sept. 16, from 3 to 5 P.M. Public opening on Friday, Sept. 17. Publicity: Lillian Green, RH. 4-7690.                                                                                                                                                                                   | METROPOLITAN MUSEUM<br>OF ART                    | 5TH AVE. AT 82ND ST.<br>GALLERY D-8 |
| Tuesday<br>Sept. 14<br>2:30 P.M.                | FALL FASHION<br>PRESENTATION<br>Showing of coats, suits, dresses and furs for Fall. Open to public. Publicity: Kay Connolly, TR. 5-3100.                                                                                                                                                                                                                                                                                                            | MARTIN'S<br>BROOKLYN                             | 3RD FLOOR                           |
| Tuesday<br>Sept. 14<br>2:30 P.M.                | PATTERN PARADE<br>OF NEW FABRICS<br>Bamberger's will present a fabrics fashion show with Simplicity patterns. Open to public. Publicity: Mary Grizzard, Market 2-1212 (Newark).                                                                                                                                                                                                                                                                     | L. BAMBERGER & CO.<br>NEWARK, N. J.              | 2ND FLOOR                           |
| Tuesday<br>Sept. 14<br>3:00 P.M.                | PRESS SHOWING OF<br>CUSTOM COLLECTION<br>Fall custom-order fashions designed by Castillo for Elizabeth Arden will be presented to the press. Attendance by invitation only. Publicity: Elizabeth Mackintosh, PL. 3-3416.                                                                                                                                                                                                                            | ELIZABETH ARDEN                                  | 691 FIFTH AVENUE<br>SALON           |
| Tuesday<br>Sept. 14-<br>Sept. 15                | 32ND ANNUAL LEATHER SHOW AT WALDORF-ASTORIA, BALLROOM<br>The show will be open from 10:00 A.M. to 10:00 P.M. on the first day; and from 10:00 A.M. to 4:30 P.M. on the second day. Contact: Tanner's Council of America, 100 Gold Street, BE. 3-0494.                                                                                                                                                                                               |                                                  |                                     |
| Wednesday<br>Sept. 15<br>11:00 A.M.             | PRESS PREVIEW OF<br>CUSTOM FASHIONS<br>Presentation of Oldric Royce's custom order collection to the press. By invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.                                                                                                                                                                                                                                                                  | OLDRIC ROYCE                                     | 16 EAST 52ND STREET<br>SALON        |
| Wednesday<br>Sept. 15<br>12:15 P.M.<br>Luncheon | FASHION GROUP<br>LUNCHEON MEETING<br>Subject: <u>Paris Report</u> , with a showing of highlights from the French collections. Speakers: Bettina Ballard, fashion editor, Vogue, on "Sifting the News"; Eleanor Reamer Smith, fashionist, Kaufman's Department Store, Pittsburgh, on "Promoting the News." Price (including tax and tip): \$4.50 for members; \$4.75 for guests (one for each member). Contact: The Fashion Group, Inc., CI. 7-3940. | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA) | HOTEL ASTOR<br>BALLROOM             |
| Wednesday<br>Sept. 15<br>1:00 P.M.<br>Luncheon  | FALL AND WINTER<br>FASHION PREVIEW<br>Showing of Fall and Winter fashions by Arnold Constable at the first in the regular series of Wednesday luncheon fashion shows at the Waldorf-Astoria. Press by invitation. Public by reservation; contact: "Frank", headwaiter, EL. 5-3000. Arnold Constable Publicity: Miss Lou Hutchinson, CA. 5-2300. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.                                         | ARNOLD CONSTABLE                                 | WALDORF-ASTORIA<br>STARLIGHT ROOF   |

| <u>DATE</u>                                              | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                                                                   | <u>GIVEN BY</u>                | <u>WHERE</u>                    |
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| Wednesday<br>Sept. 15<br>1:00 P.M.<br>Luncheon           | FALL FASHIONS AT<br>LUNCHEON SHOW<br>Gunther will present "Fashions For Your Winter Wardrobe." This is the first in the regular series of Wednesday luncheon fashion shows at the Hotel Pierre. Press by invitation. Public by reservation; contact: "Jack", Cotillion Room headwaiter, TE. 8-8000. Gunther Publicity: Nona James, VO. 5-3440. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000. | GUNTHER                        | HOTEL PIERRE<br>COTILLION ROOM  |
| Wednesday<br>Sept. 15<br>2:30 P.M.                       | JEUNES FILLES<br>FASHION SHOW<br>Altman's Young Colony Shop will present a special Fall showing of The Heim Jeunes Filles Collection, with Paris originals and American copies. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412.                                                                                                                                                                              | B. ALTMAN & CO.                | 3RD FLOOR<br>YOUNG COLONY SHOP  |
| Wednesday<br>Sept. 15<br>3:00 P.M.-<br>6:00 P.M.<br>Tea  | SILVER ANNIVERSARY<br>AND FASHION SHOW<br>Promenade of Round-the-World Costumes and Silver Jewelry at Traphagen's Twenty-fifth Anniversary Celebration. Attendance by invitation. Contact: Dorothy Tyroler, CO. 5-2077.                                                                                                                                                                                                  | TRAPHAGEN SCHOOL<br>OF FASHION | 1680 BROADWAY<br>AT 52ND STREET |
| Wednesday<br>Sept. 15<br>3:30 P.M.                       | PREVIEW OF FASHIONS<br>BY FIRA BENENSON<br>Lord & Taylor will present Fira Benenson's first ready-to-wear collection with a showing of Fall and Winter dresses for daytime and evening wear. Attendance by invitation only. Publicity: Gloria Carr, WI. 7-3300.                                                                                                                                                          | LORD & TAYLOR                  | 3RD FLOOR                       |
| Wednesday<br>Sept. 15<br>4:30 P.M.<br>Cocktails          | PRESS PREVIEW OF<br>PARIS MILLINERY<br>Showing of original Paris millinery selected and imported by G. Howard Hodge on his current trip to Paris, Italy and Switzerland. Also, a presentation of his own American millinery adaptations. For fashion press and millinery store executives by invitation only. (Note change of date). Contact: G. Howard Hodge, 1 West 39th Street, LO. 4-0430.                           | G. HOWARD HODGE                | RITZ-CARLTON HOTEL<br>BALLROOM  |
| Thursday<br>Sept. 16<br>9:30 A.M.<br>French<br>Breakfast | "IN A FRENCH MOOD"<br>FASHION SHOW<br>David Westheim presents his collection of pure silk print dresses based on the current French showings. The French Mood prints were designed especially by Robaix for this group. By invitation only. Publicity: Stephanie Frey, Robbins and Barber, MU. 5-0863.                                                                                                                   | DAVID WESTHEIM                 | 1400 BROADWAY<br>SHOWROOM       |
| Thursday<br>Sept. 16<br>11:00 A.M.<br>Champagne          | PRESS PREVIEW OF<br>FALL FASHIONS<br>Preview of new Fall furs and fashions, including trimmed and untrimmed suits, dresses and accessories. Attendance by invitation only. Publicity: Dorothy Lansing, PL. 8-3145.                                                                                                                                                                                                       | B. WEINSTEIN                   | 7 EAST 57TH STREET<br>SALON     |
| Thursday<br>Sept. 16<br>1:00 P.M.<br>Luncheon            | SHOWING OF FASHIONS<br>DURING LUNCHEON<br>Macy's will present Fall fashions at a luncheon show. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. Macy's Publicity: Helen Law, CH. 4-2000, Ext. 2431. Hotel Plaza Fashion Publicity: Dorothy Wentworth King; or Adele Brown, PL. 3-1740.                                                                                      | MACY'S NEW YORK                | HOTEL PLAZA<br>TERRACE ROOM     |

| <u>DATE</u>                                                  | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                                                                                                         | <u>GIVEN BY</u>                                | <u>WHERE</u>                                   |
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| Thursday<br>Sept. 16<br>3:00 P.M.                            | PRESS SHOWING OF<br>ADVANCE CUSTOM FASHIONS<br>Mme. Elanora Garnett will present her custom-made gown collection for Fall and Winter 1948. By invitation only. Publ.: Viola Shefer, PL.3-3173.                                                                                                                                                                                                                                                                 | ELANORA GARNETT                                | 47 EAST 51ST STREET<br>SALON                   |
| Thursday<br>Sept. 16<br>3:00 P.M.-<br>7:00 P.M.<br>Cocktails | PREVIEW SHOWING OF<br>"FASHIONS IN GLASSES"<br>Fashion presentation of new fashions in glasses and frames which will retail from \$12.50 to \$15,000. Fashions by Frances Sider, Delman, John Frederics, Monte-Sano, Polava Gloves, Nettie Rosenstein. Victor Vito will demonstrate hair styles for women who wear glasses. Preview by invitation only. Open to public from 3:00 P.M. to 10:00 P.M. on Sept. 17, 18, 19. Contact: Monroe B. Levoy, CI. 5-5211. | TURA, INC.<br>(130 W. 57TH ST.)                | WALDORF-ASTORIA<br>EMPIRE SUITE                |
| Thursday<br>Sept. 16<br>4:00 P.M.<br>Tea                     | PREVIEW OF FALL<br>FABRICS AND FASHIONS<br>Simplicity Pattern Co. will present designs of the modified silhouette and new colors at a fashion show and tea. Attendance by invitation only. Publicity: Kathryn Wilson, MU. 3-7570.                                                                                                                                                                                                                              | SIMPLICITY PATTERN CO.<br>(200 MADISON AVENUE) | HOTEL ROOSEVELT<br>MEZZANINE                   |
| Monday<br>Sept. 20<br>11:00 A.M.                             | PRESS SHOWING: FALL<br>AND WINTER FURS<br>Presentation of Bergdorf Goodman's Fall and Winter fur collection to the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.                                                                                                                                                                                                                                                                            | BERGDORF GOODMAN                               | 58TH ST. & 5TH AVE.                            |
| Monday<br>Sept. 20<br>1:00 P.M.<br>Luncheon                  | FALL AND WINTER<br>FASHION SHOWING<br>De Pinna's "Mirror of Fashion" show, including fashions from Spectator Sports, Town, and Young Modern departments. Press by invitation. Public by reservation: contact PL. 3-4500, Ext. 123. De Pinna Publ.: Dorothy Coburn, VO. 5-4800. St. Regis Fashion Publ.: Mary Alice Rice, CI.6-1790.                                                                                                                            | DE PINNA                                       | ST. REGIS HOTEL<br>ROOF                        |
| Monday<br>Sept. 20<br>2:30 P.M.<br>Champagne                 | PRESS PREVIEW OF NEW<br>STORE AND FASHIONS<br>"Bond Comes to Fifth Avenue" with a special preview for the fashion press of their new store on Fifth Avenue, followed by a fashion show. Interior decor by Morris Lapidus. Attendance by invitation only. ( <u>Note Change of Date and Time</u> ). Publicity: Jerry Halprin, WI. 7-6550.                                                                                                                        | BOND FIFTH AVENUE                              | 380 5TH AVE.(AT 35TH)<br>FLIGHT DECK (4TH FL.) |
| Monday<br>Sept. 20-<br>Sept. 25                              | THIRD ANNUAL NAT'L<br>SWEATER WEEK<br>Slogan: "Look Better in a Sweater." Official posters, pictures and mats are available. Publicity: Martin Stern, 60 East 42nd St., VA. 6-0543.                                                                                                                                                                                                                                                                            | KNITTED OUTERWEAR<br>FOUNDATION                | THROUGHOUT<br>THE COUNTRY                      |
| Tuesday<br>Sept. 21<br>10:00 A.M.                            | PRESS SHOWING OF<br>ADRIAN FALL CLOTHES<br>Gunther will present the Adrian collection of Fall and Winter clothes to the press in the Adrian Room at 10:00 A.M. Attendance by invitation. Showings for customers will be held Sept. 21 at 2:00 P.M. and 4:30 P.M.; Sept. 22, at 10:00 A.M. and 2:00 P.M. Attendance by invitation only. Publicity: Nona James, VO. 5-3440.                                                                                      | GUNTHER                                        | 666 FIFTH AVENUE<br>ADRIAN ROOM                |
| Cancelled<br>Sept. 21                                        | THE ACKERMAN-BLATT FUR FASHION SHOW, ORIGINALLY SCHEDULED FOR TUESDAY, SEPTEMBER 21, AT 4:00 P.M., HAS BEEN CANCELLED.                                                                                                                                                                                                                                                                                                                                         |                                                |                                                |

| <u>DATE</u>                                     | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                                                 | <u>GIVEN BY</u>                                    | <u>WHERE</u>                            |
|-------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|-----------------------------------------|
| Cancelled<br>Sept. 22                           | FRANK BRADY'S MILLINERY SHOWING FOR THE PRESS, ORIGINALLY SCHEDULED FOR WEDNESDAY, SEPT. 22, AT 11 A.M., HAS BEEN CANCELLED.                                                                                                                                                                                                                                                                           |                                                    |                                         |
| Wednesday<br>Sept. 22<br>1:00 P.M.<br>Luncheon  | "HATS FOR YOU" AT LUNCHEON SHOW<br>Aranka will present her semi-annual millinery show during luncheon. Press by invitation. Public by reservation; contact: "Frank", headwaiter, EL. 5-3000. Contact: Mme. Aranka, PL. 8-2966. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.                                                                                                             | ARANKA, INC.<br>(19 EAST 56TH ST.)                 | WALDORF-ASTORIA<br>STARLIGHT ROOF       |
| Wednesday<br>Sept. 22<br>1:00 P.M.<br>Luncheon  | MILLINERY FASHIONS AT LUNCHEON SHOW<br>Showing of Peter Bondi's Fall millinery during luncheon. Press by invitation. Public by reservation; contact "Jack," Cotillion Room headwaiter, TE. 8-8000. Peter Bondi Publicity: Mary Alice Rice, CI. 6-1790. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.                                                                       | PETER BONDI, INC.<br>(36 WEST 58TH ST.)            | HOTEL PIERRE<br>COTILLION ROOM          |
| Wednesday<br>Sept. 22                           | HATTIE CARNEGIE'S JEUNE FILLE LUNCHEON FASHION SHOW, ORIGINALLY SCHEDULED FOR WED., SEPT. 22 AT 1:00 P.M., AT WALDORF-ASTORIA, HAS BEEN CANCELLED.                                                                                                                                                                                                                                                     |                                                    |                                         |
| Sept. 22                                        | FIRST DAY OF AUTUMN (Wednesday).                                                                                                                                                                                                                                                                                                                                                                       |                                                    |                                         |
| Thursday<br>Sept. 23<br>10:30 A.M.              | PRESS PREVIEW OF CUSTOM-MADE CLOTHES<br>Elizabeth Hawes will present her Fall and Winter custom-made collection. Attendance by invitation. Publicity: Carson-Ruff Associates, MU. 2-2055.                                                                                                                                                                                                              | ELIZABETH HAWES, INC.                              | 867 MADISON AVENUE<br>SALON (3RD FLOOR) |
| Thursday<br>Sept. 23<br>1:00 P.M.<br>Luncheon   | CUSTOM-MADE FASHIONS AT LUNCHEON SHOW<br>Fall collection of custom-made dresses, suits, coats and evening fashions will be presented by Renel of Paris at a luncheon show. Press by invitation. Public by reservation; contact Ronnie MacNichol, PL. 3-1740, Ext. 176. Renel Publicity: Mary Alice Rice, CI. 6-1790. Hotel Plaza Fashion Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740. | RENEL OF PARIS, INC.                               | HOTEL PLAZA<br>TERRACE ROOM             |
| Cancelled<br>Sept. 23                           | THE MILGRIM LUNCHEON FASHION SHOW, ORIGINALLY SCHEDULED FOR THURSDAY, SEPT. 23, AT 1:00 P.M., AT THE HOTEL PLAZA, HAS BEEN CANCELLED.                                                                                                                                                                                                                                                                  |                                                    |                                         |
| Thursday<br>Sept. 23<br>2:30 P.M.;<br>7:00 P.M. | SHOWING OF FASHIONS FOR FALL AND WINTER<br>"Seal of Approved Fashions for Fall and Winter, 1948" - misses and junior clothes will be presented by Hearns. Open to public. Contact: Helen Denson, Denson-Frey and Affiliates, MU. 3-3295.                                                                                                                                                               | HEARNS DEPARTMENT STORE<br>5TH AVE. AT 14TH STREET | 5TH FLOOR<br>AUDITORIUM                 |
| Monday<br>Sept. 27<br>11:00 A.M.                | PRESS SHOWING OF READY-TO-WEAR<br>Bergdorf Goodman will present their ready-to-wear originals to the press. Attendance by invitation only. Publicity: Florence Neff, PL. 3-7300.                                                                                                                                                                                                                       | BERGDORF GOODMAN                                   | 58TH ST. & 5TH AVE.                     |
| Monday<br>Sept. 27<br>1:00 P.M.<br>Luncheon     | SHOWING OF FASHIONS FOR TALL GIRLS<br>"Long View of Fall Fashions" -- complete wardrobe for tall girls. Hats by Peg Fischer. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Peg Newton Publ.: Donna Cannon, MU. 8-2170. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.                                                                                          | PEG NEWTON                                         | ST. REGIS HOTEL<br>ROOF                 |

| <u>DATE</u>                                                  | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <u>GIVEN BY</u>                    | <u>WHERE</u>                      |
|--------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|-----------------------------------|
| Tuesday<br>Sept. 28<br>12:30 P.M.<br>Luncheon                | PRESS PREVIEW OF<br>CUSTOM MILLINERY<br>Custom millinery designed by Tatiana du Plessix will be presented to the press by Saks Fifth Avenue. Attendance by invitation only. Publicity: Helen Kauper, PL. 3-4000.                                                                                                                                                                                                                                                                                                                 | SAKS FIFTH AVENUE                  | ST. REGIS HOTEL<br>PRIVATE SUITE  |
| Tuesday<br>Sept. 28<br>1:00 P.M.<br>Luncheon                 | HAND KNIT FASHIONS<br>AT LUNCHEON SHOW<br>Presentation of custom-made knit fashions by Mimi Pearce, who also instructs women in the knitting of their own clothes. Attendance by invitation. Contact: Mimi Pearce, RE. 7-8110. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.                                                                                                                                                                                                                         | MIMI PEARCE<br>(23 EAST 67TH ST.)  | HOTEL PIERRE<br>COTILLION ROOM    |
| Wednesday<br>Sept. 29<br>9:00 A.M.<br>Breakfast              | PRESS PREVIEW OF<br>NEW COLLECTION<br>Sigmund Crane presents, for the first time, his completely new collection of Spring and Cruisewear by one of America's most talented designers. The retail price of these clothes will be under \$30. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-6043.                                                                                                                                                                                                                   | SIGMUND CRANE                      | 498 7TH AVENUE<br>SHOWROOM        |
| Wednesday<br>Sept. 29-<br>Sept. 30<br>12:30 P.M.<br>Luncheon | FUR FASHION SHOW<br>IN CANADA<br>Presentation of Ritter Original "Symphony Fur Fashions" during luncheon on Wednesday, Sept. 29 and Thursday, Sept. 30, at the Ritz-Carlton in Montreal. Publicity: Claire A. Wolff, LO. 4-7230.                                                                                                                                                                                                                                                                                                 | RITTER BROTHERS                    | MONTREAL<br>CANADA                |
| Wednesday<br>Sept. 29<br>1:00 P.M.<br>Luncheon               | "FURS FOR '49"<br>AT LUNCHEON SHOW<br>Dein-Bacher of the Waldorf will present their new fur fashions during luncheon. Press by invitation. Public by reservation; contact: "Frank", EL. 5-3000. Dein-Bacher Publicity: Winsome Courtney, PL. 9-5913. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.                                                                                                                                                                                                                 | DEIN-BACHER<br>OF THE WALDORF      | WALDORF-ASTORIA<br>STARLIGHT ROOF |
| Wednesday<br>Sept. 29<br>2:30 P.M.                           | SHOWING OF FASHIONS<br>UNDER FIFTY DOLLARS<br>Altman's, in conjunction with Good Housekeeping Magazine, will present a showing of Fall fashions which will retail for under fifty dollars. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext 412.                                                                                                                                                                                                                                                                            | B. ALTMAN & CO.                    | THIRD FLOOR                       |
| Thursday<br>Sept. 30<br>1:00 P.M.<br>Luncheon                | "FROM HEAD TO TOE"<br>FALL FASHION SHOW<br>David Lewis will present his Fall handbags at a luncheon show. Gloves by Viola Weinberger; shoes by Evins; hats by Mme. Pauline; jewelry by Trifari. There will be special prizes for those bringing rummage for benefit of Union Settlement. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. Lewis Purses Publicity: Alexandre Tarsaidze, MU. 5-0960. Hotel Plaza Fashion Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740. | LEWIS PURSES &<br>UNION SETTLEMENT | HOTEL PLAZA<br>TERRACE ROOM       |
| Thursday<br>Sept. 30<br>1:00 P.M.<br>Luncheon                | READY-TO-WEAR<br>FASHION SHOW<br>Jaeckel will show ready-to-wear Fall and Winter fashions for misses and women at a luncheon show. Press by invitation. Public by reservation. Contact: PL. 3-4500, Ext. 123. Jaeckel contact: Lillian Stein, PL. 5-7000. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.                                                                                                                                                                                                              | JAECKEL, INC.                      | ST. REGIS HOTEL<br>ROOF           |

| <u>DATE</u>                                   | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                         | <u>GIVEN BY</u>                          | <u>WHERE</u>                        |
|-----------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|-------------------------------------|
| Oct. 4                                        | FIRST DAY OF JEWISH NEW YEAR--ROSH HASHONAH (Monday).                                                                                                                                                                                                                                                                                                          |                                          |                                     |
| Oct. 5                                        | SECOND DAY OF JEWISH NEW YEAR--ROSH HASHONAH (Tuesday).                                                                                                                                                                                                                                                                                                        |                                          |                                     |
| Wednesday<br>Oct. 6<br>12:00 Noon<br>Luncheon | "WOOLS FOR WARMTH"<br>FORUM AND LUNCHEON<br>"Wools for Warmth" will be the theme of a forum and luncheon, with announcement of plans for American Knit Glove Week. Press and buying offices by invitation. Publicity: Claire A. Wolff, LO. 4-7230.                                                                                                             | ASS'N OF KNITTED GLOVE<br>& MITTEN MFRS. | HOTEL PENNSYLVANIA<br>SALON MODERNE |
| Wednesday<br>Oct. 6<br>1:00 P.M.<br>Luncheon  | FORECAST FASHIONS<br>AT LUNCHEON SHOW<br>"Forecast for Femininity" -- new fashions by The Tailored Woman at a luncheon show. Press by invitation. Public by reservation; contact "Frank", headwaiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Publicity Office: Annette Goodrich, EL.5-3000.                             | THE TAILORED WOMAN                       | WALDORF-ASTORIA<br>SERT ROOM        |
| Wednesday<br>Oct. 6<br>1:00 P.M.<br>Luncheon  | FUR FASHIONS AT<br>LUNCHEON SHOW<br>Gunther will present fur fashions for Fall and Winter during luncheon. Press by invitation. Public by reservation; contact "Jack", Cotillion Room headwaiter, TE. 8-8000. Gunther Publicity: Nona James, VO. 5-3440. Hotel Pierre Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.                                     | GUNTHER                                  | HOTEL PIERRE<br>COTILLION ROOM      |
| Beginning<br>Wednesday<br>Oct. 6              | OPENINGS OF RESORT<br>AND SPRING LINES<br>The opening dates follow:<br><u>Wednesday, October 6</u><br>ADLER & ADLER; KANE-WEILL; SPORTCRAFT; STAR-MAID DRESSES<br><u>Thursday, October 7</u><br>DAVIDOW; MUTUAL-ROSENBLOOM; CHARLES W. NUDEIMAN<br><u>Friday, October 8</u><br>DAVID M. GOODSTEIN; ZOLTAN ROSENBERG<br>Contact individual manufacturers.       | SPORTSWEAR GUILD                         | INDIVIDUAL NEW YORK<br>SHOWROOMS    |
| Thursday<br>Oct. 7<br>1:00 P.M.<br>Luncheon   | CUSTOM-MADE FASHIONS<br>AT LUNCHEON SHOW<br>Knize will present custom-made coats and suits for Fall and Winter at a luncheon show. Press by invitation. Public by reservation; contact Ronnie MacNichol, PL. 3-1740, Ext. 176. Knize Publicity: Mary Alice Rice, CI. 6-1790. Hotel Plaza Fashion Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740. | KNIZE, INC.                              | HOTEL PLAZA<br>TERRACE ROOM         |
| Thursday<br>Oct. 7<br>4:30 P.M.               | PRESS PREVIEW: RESORT<br>AND SPRING FASHIONS<br>Adler and Adler will present a press showing of Resort, Cruise and Spring fashions, and also Spectator Sportswear. Attendance by invitation only. Contact: Paul Adler, CH. 4-6630.                                                                                                                             | ADLER & ADLER                            | 550 SEVENTH AVENUE<br>20TH FLOOR    |
| Monday<br>Oct. 11<br>1:00 P.M.<br>Luncheon    | READY-TO-WEAR FASHIONS<br>AT LUNCHEON SHOW<br>Fall fashions at luncheon show. Press by invitation. Public by reservation; contact Ronnie MacNichol, PL. 3-1740, Ext. 176. Hotel Plaza Fashion Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.                                                                                                    | PEGGY ROTH<br>(400 PARK AVE.)            | HOTEL PLAZA<br>PERSIAN ROOM         |

| <u>DATE</u>                                                 | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                                                                                                            | <u>GIVEN BY</u>                              | <u>WHERE</u>                              |
|-------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|-------------------------------------------|
| Monday<br>Oct. 11<br>2:30 P.M.-<br>4:00 P.M.                | "PORTRAIT OF JENNIE" FALL<br>AND SPRING FASHION SHOW<br>Leading designers to show fashions inspired by the David O. Selznick<br>production, "Portrait of Jennie", starring Jennifer Jones, Joseph Cotten,<br>and Ethel Barrymore. Presentation of Spring accessory color, "Portrait<br>Blue." Selznick Releasing Organization: Ted Baldwin, EL. 5-5323.<br>Publicity: Claire A. Wolff, LO. 4-7230.                                                                | "PORTRAIT OF JENNIE"<br>BY DAVID O. SELZNICK | METROPOLITAN MUSEUM<br>OF ART--AUDITORIUM |
| Oct. 13                                                     | YOM KIPPUR - JEWISH DAY OF ATONEMENT (Wednesday).                                                                                                                                                                                                                                                                                                                                                                                                                 |                                              |                                           |
| Wednesday<br>Oct. 13<br>1:00 P.M.<br>Luncheon               | SKIS AND SKI FASHIONS<br>AT LUNCHEON SHOW<br>Ski wardrobe, custom-made by the Andre Ski Shop, 49 East 47th St.,<br>styled for True-Flex, Tey's newly perfected aluminum skis presented in<br>high fashion shades. Press by invitation. Public by reservation;<br>contact Frank, headwaiter, EL. 5-3000. Tey and Andre Publicity: Anne<br>Albee or Augusta Arnold, Lindsay Advertising, PL. 3-8571. Ted Saucier<br>Publicity Office: Annette Goodrich, EL. 5-3000. | ANDRE SKI SHOP;<br>TEY MANUFACTURING CO.     | WALDORF-ASTORIA<br>SERT ROOM              |
| Thursday<br>Oct. 14<br>1:00 P.M.<br>Luncheon                | FALL FASHIONS AT<br>LUNCHEON SHOW<br>Presentation of Fall fashions by Rosette Pennington during luncheon.<br>Press by invitation. Public by reservation; contact Ronnie MacNichol,<br>PL. 3-1740, Ext. 176. Hotel Plaza Fashion Publicity: Dorothy Wentworth<br>King or Adele Brown, PL. 3-1740.                                                                                                                                                                  | ROSETTE PENNINGTON                           | HOTEL PLAZA<br>PERSIAN ROOM               |
| Thursday<br>Oct. 14<br>2:30 P.M.                            | SHOWING OF MISSES<br>COMPLETE WARDROBE<br>Altman's will present misses coats, suits, dresses, evening fashions and<br>millinery. Open to public. Publicity: Etta Daub, MU. 8-7000, Ext. 412.                                                                                                                                                                                                                                                                      | B. ALTMAN & CO.                              | 3RD FLOOR                                 |
| Thursday<br>Oct. 14<br>4:30 P.M.-<br>7:00 P.M.<br>Cocktails | MEN'S FASHION SHOWING<br>OF "FANCIFUL FASHIONS"<br>Preview of what "Men of Tomorrow" may wear with an exhibit of next Spring's<br>line of men's furnishings, ranging from colorful underwear through 3,000<br>patterns and colors of neckties. Also, exhibits of fashions which have<br>been taken from men by women. Attendance by invitation only. Publicity:<br>Wain & Baruch, Inc., PL. 8-0868.                                                               | WILSON BROTHERS<br>(180 MADISON AVE.)        | HOTEL PIERRE<br>ROOF GARDEN               |

|                                                               |                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                       |
|---------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Beginning<br>Monday<br>Oct. 18                                | SPRING AND RESORT<br>OPENINGS BY FOGA<br>Guild members who will present their lines include:<br>HANSEN BANG, INC.<br>BEN BARRACK, INC.<br>WILLIAM BASS DRESS CO.<br>CAPRI FROCKS, INC.<br>CARLYE DRESS CORP.<br>DEITSCH WERSBA & COPPOLA<br>FOX-BROWNIE, INC.<br>ED GERRICK, INC.<br>A. GOODMAN & CO., INC.<br>FRED GREENBERG DRESS CO. | FASHION ORIGINATORS'<br>GUILD OF AMERICA, INC.<br>JOSEPH HALPERT, INC.<br>HORWITZ & DUBERMAN<br>INTERNATIONAL DRESS CO.<br>JUNIOR LEAGUE FROCKS<br>KAPLAN & GRABOIS<br>SAMUEL KASS GOWNS<br>CHARLES LANG, INC.<br>DAVID LEONARD & LEVINE<br>MARY LEE, INC.<br>MORRIS & MARCUS<br>PARNIS-LIVINGSTON, INC. | INDIVIDUAL NEW YORK<br>SHOWROOMS<br>BEN REIG, INC.<br>C.H.D. ROBBINS CO.<br>RUDOLF GOWNS<br>PAUL SACHS ORIGINALS<br>MARTIN SIMON, INC.<br>HERBERT SONDHEIM, INC.<br>FRANK STARR, INC.<br>SUZANNE-AUGUSTINE, INC.<br>JANET TAYLOR<br>HANNAH TROY, INC. |
| Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945. |                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                       |

MUSIC...MOVIES...THEATRES...TELEVISION

Monday  
Sept. 13  
8:45 P.M.

PREMIERE: "SYMPHONIE PASTORALE" (Movie) PARIS THEATRE, 4 WEST 58TH ST.  
Benefit premiere opening of Pathe Cinema's Paris Theatre with the first showing in this country of Andre Gide's "Symphonie Pastorale". Proceeds of premiere for benefit of five French children's relief charities. Opening night tickets: \$12.50; thereafter, \$.85 to \$1.50. Publicity: Lillian Gerard, PL. 5-3760.

Wednesday  
Sept. 15

OPENING: "SMALL WONDER" CORONET THEATRE, 49TH ST. WEST OF B'WAY  
New musical review marking the production debut of George Nichols III. Cast includes: Alice Pearce, Tom Ewell, Mary McCarty. Sketches by Charles Spaulding, Louis Laun, Max Wilk and George Axelrod. Director: Burt Shevelove. Dances by Gower Champion. Settings: Ralph Alswang. Costumes: John Derro. Publicity: Lipsky and Bloom, CH. 4-5185.

Wednesday  
Sept. 15

PREMIERE: "THE LUCK OF THE IRISH" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.  
Twentieth Century-Fox comedy-romance, co-starring Tyrone Power (as a young American newspaper man in Ireland) and Anne Baxter. Director: Henry Koster. Producer: Fred Kohlmar. Costumes: Bonnie Cashin. Publicity: Jeannette Sawyer, CO. 5-3320.

Thursday  
Sept. 16

OPENING: "HEAVEN ON EARTH" CENTURY THEATRE, 59TH ST. & 7TH AVENUE  
This romantic musical by Barry Trivers and Jay Gorney has a Central Park background, with four comedians playing leading roles: Peter Lind Hayes, David Burns, Irwin Corey, Wynn Murray. Produced by Monte Proser and Ned C. Litwack. Director: Eddie Dowling. Choreography: Nick Castle. Sets and costumes: Raoul Pene du Bois. Publicity: William Doll, MU. 7-6310.

Thursday  
Sept. 16

PREMIERE: "GOOD SAM" (Movie) RADIO CITY MUSIC HALL, 50TH ST. & 6TH AVE.  
RKO Radio release of the Rainbow production starring Gary Cooper, Ann Sheridan, Ray Collins, Edmund Lowe, Joan Lorring. The story of a modern day "good samaritan" whose generosity almost wrecks his life. Produced and directed by Leo McCarey. Ann Sheridan's costumes by William Travilla. Publicity: Rutgers Neilson, CO. 5-6500.

Saturday  
Sept. 18-  
Sept. 24

BALLET Russe de Monte Carlo METROPOLITAN OPERA HOUSE, 39TH ST. & B'WAY  
Ballet Foundation presents the Ballet Russe de Monte Carlo in its three-week popular-priced 10th Anniversary season, with Danilova, Franklin, Krassoyksa, and others. (Program will be listed next week). Publicity: Mike Mindlin or Fred Schader, CI. 7-5911.

Monday  
Sept. 20

OPENING: "MADGALENA" ZIEGFELD THEATRE, 6TH AVE. & 54TH STREET  
Elaborate musical starring Irra Petina, John Raitt, Dorothy Sarnoff, Hugo Haas. Story of a half-civilized Latin American tribe in Columbia. Produced by Lester and Curran. Music by the Brazilian composer, Heitor Villa Lobos. Lyrics by George Forrest and Robert Wright. Director: Jules Dassin. Choreography by Jack Cole. Settings: Howard Bay. Costumes: Irene Sharaff. Publicity: Anthony Buttita, MU. 2-8060.

Tuesday  
Sept. 21

OPENING: "A STORY FOR STRANGERS" ROYALE THEATRE, 45TH, WEST OF B'WAY  
Marc Connelly play about the transfiguration of the inhabitants of a small midwestern town after a miracle has been performed there. Produced by Dwight Deere Wiman. Directed by Marc Connelly. Publicity: Tom Weatherly, CO. 5-7640.